



Connecting Kids to Coverage National Campaign

RADIO PUBLIC SERVICE ANNOUNCEMENTS (PSA) LIVE READ SCRIPTS – “MENTAL HEALTH”

Reach out to local radio stations to spread the word about Medicaid and the Children’s Health Insurance Program! The following scripts are designed to be read by local radio personalities when free airtime is available. Substitute your organization’s contact information/program name or use the general scripts. Be sure to provide the different lengths as stations may have varying needs.

For tips on pitching PSAs to radio stations check out the Campaign’s [10 Tips for Putting Public Service Announcements to Work](#).

10 Seconds

Mental health can’t wait. With Medicaid and the Children’s Health Insurance Program, mental health services—in-person and virtual—are covered. Learn more about program benefits at [InsureKidsNow.gov](#).

15 Seconds

Your kid’s mental health can’t wait. So you shouldn’t wait either. Learn about free or low-cost coverage from Medicaid and the Children’s Health Insurance Program. In-person and virtual essential mental health services are covered. Learn more at [InsureKidsNow.gov](#).

30 Seconds

Your kid’s mental health can’t wait. If your child doesn’t currently have health insurance, Medicaid and the Children’s Health Insurance Program can provide children and teens access to mental health services, such as behavioral health screenings and group therapy, both in-person and virtually. Enrollment is always open. Learn more about this free or low-cost coverage by visiting [InsureKidsNow.gov](#) or calling 1-877-KIDS-NOW.